

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Announcement to be used on:

CONSUMER TIME

12:15 - 12:30 PM, EWT

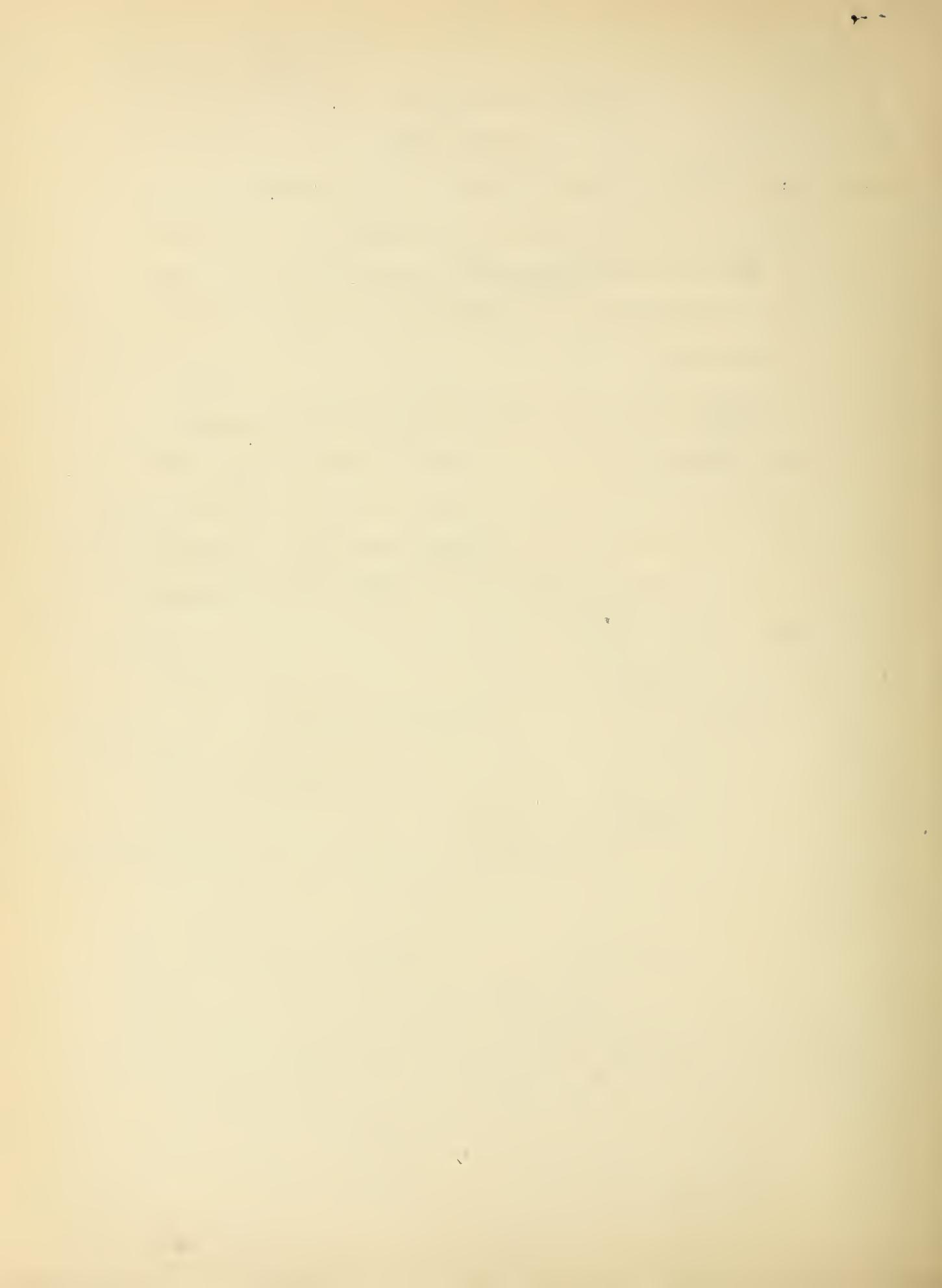
AUGUST 14, 1943

SATURDAY

Throughout the years NBC has been of service to its listeners.

It has provided the means to bring the radio audience of America the valuable and interesting information broadcast on CONSUMER TIME programs.

We can broadcast programs like this through the independent radio stations affiliated with us on the network because broadcasting, like the free press, is supported by advertising. You, the listeners, may buy the goods advertised on commercial programs - or you may just listen and enjoy. This is American radio.



1.946
C762
Cop. 2

CONSUMER TIME

R-156
LIBRARY
CURRENT

NETWORK: NBC

DATE: August 14, 1943

ORIGIN: WMC

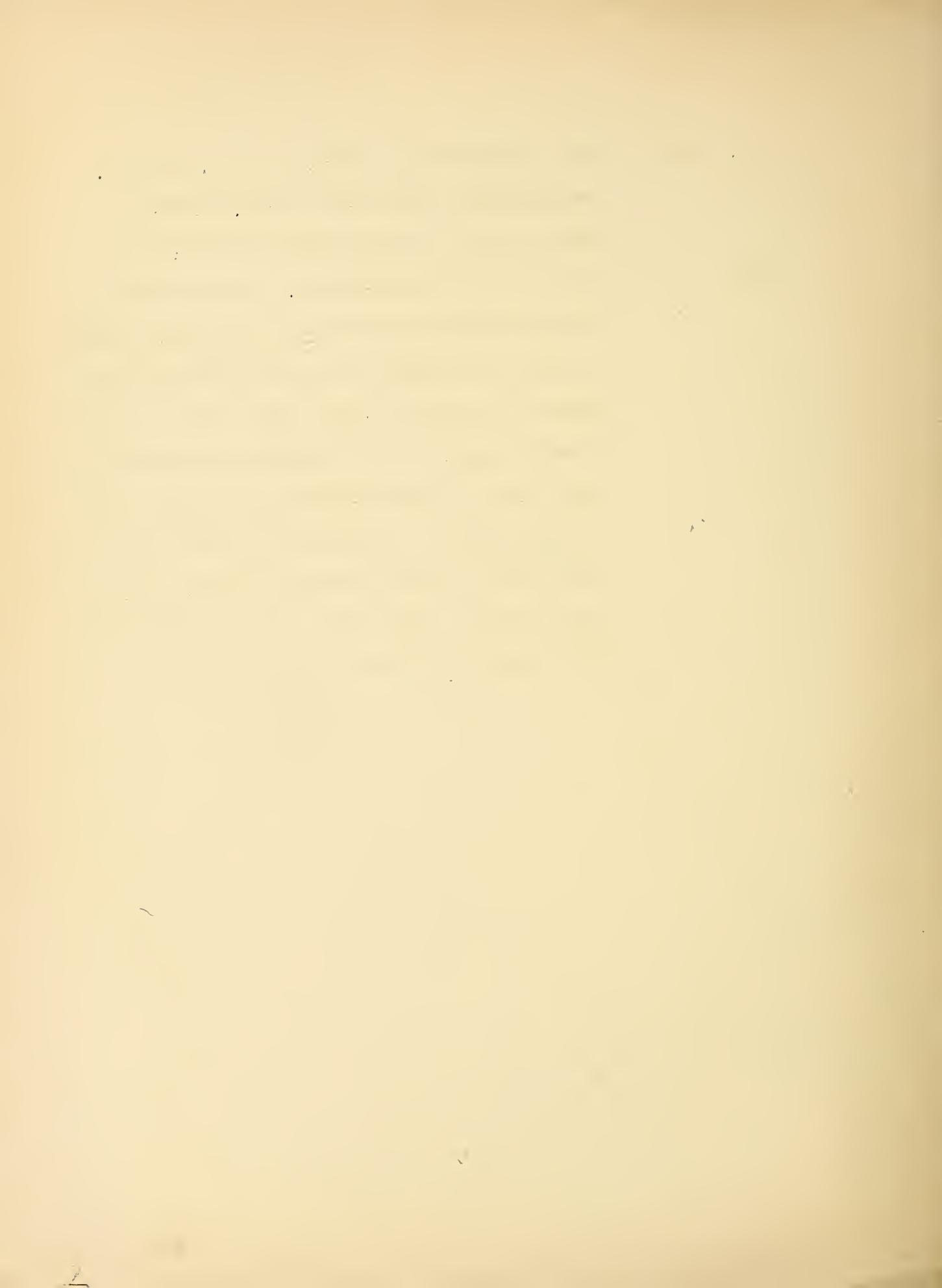
TIME: 12:15-12:30 P.M. EDT

(Produced by the Food Distribution Administration of the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcasts of this program--presented for more than ten years in the interest of consumers.)

oooooooooooo

1. SOUND: CASH REGISTER RINGS THREE...MONEY IN THE TILL
2. MAN: This is Consumer time
3. SOUND: CASH REGISTER...MONEY IN TILL AGAIN.
4. WOMAN: That's your money...buying a living in wartime.
5. SOUND: CASH REGISTER
6. MAN: That's your money buying food.
7. WOMAN: It's your money buying clothes.
8. SOUND: CASH REGISTER...CLOSE DRINKER
9. MAN: Yes, this is Consumer Time...bringing you today tested canning methods to help you save some of your dollars. But first, our Consumer reporter, Johnny Smith, with news of the home front pledge campaign--that campaign, all over the country, where consumers renew their pledge to pay no more than ceiling prices...to accept no rationed goods without giving up ration stamps. That's news on the Home Front pledge campaign, Johnny?
10. JOHN: (GIVES HOME FRONT PLEDGE CAMPAIGN NEWS--COMING AS AN INSERT)

10. JOHN: Under the leadership of Mayor Joseph E. Finerity, the war-bustling steel city of Gary, Indiana is going all out to get 100 percent participation in the Home Front Pledge Campaign. The city's 3000 air raid wardens are making a house-to-house canvass to sign up the pledges to pay no more than ceiling prices -- to accept no ration goods without giving up ration points. It's a city-wide, cooperative campaign in this typical American melting pot city of 120,000 people. Merchants and consumers are working hand in hand to prevent inflation. Yes, Gary, Indiana is going "all out" for the Home Front Pledge Campaign -- just as all of us must do.



11. FREYMAN: Well, Johnny, I've already signed my home front pledge--
and have my window sticker displayed in the front window.

12. JOHN: That's fine Mrs. Freyman. You know, I think I saw you
and another lady yesterday...loaded down with a couple of

market baskets. You were about a block away and I wasn't sure.

13. FREYMAN: I guess that was me...along with Alice Maxwell. All in all, we had quite a day. Alice was coming over to my house in the morning. We planned to borrow a pressure cooker, but ... (FADE) when she arrived I found...

14. ALICE: Now, Mrs. Freyman, you know as well as I do that I would have brought Maud's pressure cooker if I could.

15. FREYMAN: But she promised we could use it today, Alice.

16. ALICE: I know—but it got broken and it's being fixed.

17. FREYMAN: That puts us in a fine fix. Why, with the vegetables we have for canning, we're sunk.

18. ALICE: Oh no we're not. We're going ahead--right on schedule.

19. FREYMAN: Alice, with summer squash and beets and carrots and beans we must use a pressure cooker. Other canning methods are too risky.

20. ALICE: That's true—and we're going to use a pressure cooker.

21. FREYMAN: And how are we going to--seeing that we don't have one and couldn't borrow one?

22. ALICE: We're going to the community canning center.

23. FREYMAN: Oh, I believe I saw something about that in the paper a few days ago.

24. ALICE: I did too, thank heavens. So I called the community canning center and arranged for us to go there this morning.

25. FREYMAN: What's it like and what do we do?

26. ALICE: Mainly, we just go there, right now...and follow their instructions.

27. FREYMAN: That's fine with me. These beans and beets and things must

be canned. Here, you take a couple of baskets and I'll take a couple.

29. ALICE: We'll be a well loaded pair.

30. FREYMAN: Sure--but we can make it. Let's go.

31. SOUND: TINS RATTLING, PEOPLE TALKING, STEAM NOISES ETC. IN BACKGROUND FOR A COUPLE OF SECONDS. FADES DOWN AND OUT UNDER DIALOGUE. COMES UP FROM TIME TO TIME ON DIRECTOR'S CUE.

32. ALICE: Well, there are only two people ahead of us now. We'll soon be getting on with it, Mrs. Freyman.

33. FREYMAN: That's right...but Alice... you forgot to bring the jars and lids you promised. Looks like we're sunk again.

34. ALICE: No we're not. We'll get cans instead of jars...The jars don't stand up so well in the large pressure canners they use in many of these community canning centers.

35. FREYMAN: We can really get cans?

36. ALICE: Right here--all we need...Well, our turn now.

37. MANAGER: You ladies are....?

38. FREYMAN: Mrs. Evelyn Freyman and Mrs. Alice Maxwell.

39. MANAGER: Oh yes, I have your cards here. Mrs. Maxwell called and made arrangements yesterday afternoon.

40. ALICE: Yes...and what...what do we do now?

41. MANAGER: (LAUGHS) That's the question nearly every lady asks the first time she comes here. I'll take you around our place and show you what we have:--what you have to do and what the people do who are employed here.

42. ALICE: How much does it cost to can things here?

43. MANAGER: Our charges here are 15 percent of your finished product ...to cover expenses. We'll use this food for school lunches next fall and winter.

44. FREYMAN: Is 15 percent of the finished product a standard charge?

45. MANAGER: Yes, here, but the charges are different in various places and they range from about 15 percent to 35 percent. Some places charge a fee of a few cents for each can processed.

46. FREYMAN: That seems reasonable enough.

47. MANAGER: We think it is.

48. ALICE: I can hardly wait to get started.

49. MANAGER: Then, we'll start. This room is our preparation room.

50. FREYMAN: Plenty of sinks and tables and benches. We can prepare our vegetables for canning in a hurry.

51. MANAGER: That's the idea--because we process a great deal of food here. We try to avoid bottlenecks.

52. ALICE: What's that machine in the corner?

53. MANAGER: It's a peeling machine...mighty handy for carrots, see...

54. SOUND: WHIRRING, GRUMBLING MOTOR SOUND.

55. MANAGER: That peels them in almost no time--and little labor.

56. FREYMAN: What do the regular employees do here?

57. MANAGER: They show you how to prepare your fruits and vegetables--if you need their help--and they handle the processing in the retorts.

58. ALICE: After the washing, spotting and peeling--and such--what comes next?

59. MANAGER: Why, just step into this room and you'll see.

60. FREYMAN: What lovely big, shiny kettles!

61. MANAGER: They're just about priceless these days.

62. FREYMAN: I should guess they were.

63. MANAGER: The big ones without clamps or steam gauges are the plain cookers for water bath canning.

64. FREYMAN: They're the ones you use for acid fruits and vegetables?

65. MANAGER: Yes—and also in the blanching and exhausting of foods which later go in the pressure cookers.

66. FREYMAN: Let's see, now...after I've washed my beets or beans, what happens?

67. MANAGER: We bring them to these plain cookers and blanch them. Then we put them in the cans, add hot liquid, exhaust the air, and transfer the cans to the pressure cooker.

68. FREYMAN: Those two big kettles with the gauges and the clamps are the pressure cookers, I guess.

69. MANAGER: They are. After filling the cans, we seal them and put them in the pressure cooker for the required time. As soon as a batch is processed--out it comes for cooling and another batch goes in for processing.

70. ALICE: You make it sound very simple and very easy.

71. MANAGER: Actually, it isn't very difficult. There's work to it, of course, but you'll feel well repaid for that work when you eat these foods next fall or winter or spring.

72. FREYMAN: I guess we had better start cleaning up our vegetables and get ready to can.

73. MANAGER: All right. We'll just go back in the preparation room---and you can begin.

74. FREYMAN: I was lucky that my friend thought about this community canning kitchen. How do other people--all over the United States--find out whether such kitchens are available for their use?

75. MANAGER: That's easy. If they live in a rural area...simply get in touch with the county extension agent...who usually has his offices in the county courthouse.

76. FREYMAN: And if they live in cities?

77. MANAGER: In most cities..a visit or a phone call to city hall will

tell you whether—and where--community canning kitchens are located.

78. FREYMAN: Thank you for showing us around. Now we'll really get down to work.

79. SOUND: NOISE OF JAMS AND TINS RATTLING--MOTOR WHIRR--VOICES IN BACKGROUND.

80. JOHN: Well, Mrs. Freyman, I hope your first visit to a community canning center turned out successfully.

81. FREYMAN: Oh, it did, Johnny—but now I have loads of questions to answer for some friends--and one visit to a community canning center does NOT make me an authority on the subject.

82. JOHN: We can remedy that easily—Mrs. Freyman, I'd like to present Mr. Halbert B. Bolin, Chief of the Community Food Preservation section, Food Distribution Administration.

83. BOLIN: How do you do, Mrs. Freyman?

84. FREYMAN: You're just the man I want to meet, right now, Mr. Bolin. I hope you won't mind answering some questions.

85. BOLIN: Not at all. I'll be glad to answer any that I can.

86. FREYMAN: I guess these questions my friends have been asking me are pretty close to questions that women all over the country are asking about community canning centers.

87. BOLIN: We like to call them food preservation centers—because in many of them, they employ methods in addition to canning to preserve foods—

88. FREYMAN: Drying, pickling, brining, and things like that?

89. BOLIN: Yes--things like that. A great number of products can be saved for future use with these methods—in addition to canning. These centers also can meat and poultry.

90. FREYMAN: How many food preservation centers are there throughout the

country?

91. BOLIN: I can't give you an exact number—because it's increasing all the time--but there are thousands of them—spread all over the United States.

92. FREYMAN: Are they all like the one I went to?

93. BOLIN: They're far from being all alike. Some are elaborate—some are very simple.

94. FREYMAN: I guess that depends somewhat on the local demands.

95. BOLIN: Indeed it does. We don't want over-elaborate centers—all we want are places where good food preservation jobs can be done. And that's what you'll find in nearly every section of the country.

96. FREYMAN: Of course, I know where there is a center here--but suppose I lived out in--oh, some other place. How could I locate a community food preservation center?

97. BOLIN: If you live in the country--get in touch with the county extension agent. If you live in the city--usually all you have to do for full information is to get in touch with your city hall.

98. FREYMAN: It doesn't sound very complicated.

99. BOLIN: It isn't.

100. FREYMAN: I've been asked whether these community projects were, well, charity undertakings--available only to people who were economically unfortunate.

101. BOLIN: These centers are NOT charity undertakings. They are for rich, poor—and everything in between. They are centers to preserve our foods so there will be more and better nourishment for all. You pay for the service you receive at these kitchens.

102. FREYMAN: That brings me directly to another question that's often asked. How much do you pay for the use of facilities and services?

103. BOLIN: That varies, but in general, you furnish your own raw fruits and vegetables: you pay for or furnish the necessary jars, tops, rings or cans and you pay a service charge based on the amount of food canned.

104. FREYMAN: What is that service charge?

105. BOLIN: Some places make a flat charge of a few cents per can, and other places take a percentage of the finished product as a method of paying for service and facilities. The percentage charge ranges, in general, from 15 percent to 35 percent.

106. FREYMAN: Thanks. Here's a question that seems to be bitterly argued, both ways. Should jars or cans be used?

107. BOLIN: It's possible to use either.

108. FREYMAN: You can use either jars or cans?

109. BOLIN: Yes, but in the kitchens where they have good sized pressure cookers--25 quart size and up--tins are better than jars.

110. FREYMAN: Why is that?

111. BOLIN: Because they're easier to process and easier to handle. You hardly ever burst a tin.

112. FREYMAN: And often you do break jars?

113. BOLIN: Yes, you break too many of them when you're canning in large quantities in pressure cookers, and you may over process the product, too.

114. FREYMAN: I thought it was very difficult to get tins--if you could get them at all.

115. BOLIN: You're wrong about that. There's an adequate supply of tins for canning family foods. You can get them cheaply and with no priorities or forms to fill out. Can Sealers may also be obtained.

116. FREYMAN: Now, about jars, again...

117. BOLIN: Oh, they may be well used in smaller canning operations --either pressure cooker or water bath process.

118. FREYMAN: What kind of jars are best?

119. BOLIN: Be sure they are jars made for canning. Those odd mayonnaise jars or other odd jars around the house aren't usually satisfactory for canning. Too much risk of breakage and spoilage.

120. FREYMAN: My aunt has used odd jars for jellies for years.

121. BOLIN: Jellies are another story. You get your seal there with a layer of paraffine--which is fine. You don't do that in canning--so use only jars made for canning purposes.

122. FREYMAN: What's the story on canning powders and aids in keeping canned foods well preserved after canning?

123. BOLIN: The story on them is brief and to the point...don't use them.

124. FREYMAN: And why not use them?

125. BOLIN: If you do your canning properly, your canned goods will keep all right without using such powders. If your canning has been poor or slovenly--there's no "canning powder" made that's going to keep the food and make it worth eating.

126. FREYMAN: What amounts of food are you permitted to can at these food preservation centers?

127. BOLIN: There aren't any hard and fast limits in most places.

128. FREYMAN: You sort of govern yourself by a rule of reason?

129. BOLIN: That's it. Naturally, it would be silly to go to a lot of trouble to can a half-pint jar of some vegetable.

130. FREYMAN: And it wouldn't be fair to try canning so much material that others didn't have a chance to use the centers.

131. BOLIN: That's right.

132. FREYMAN: You've seen a lot of produce that's been canned at these centers haven't you, Mr. Bolin?

133. BOLIN: Yes, I have.

134. FREYMAN: In general, how was the quality of it?

135. BOLIN: Very good. It's so good that women all over the nation ought to be proud of themselves.

136. FREYMAN: Some of my friends have been afraid they'd be--well--sort of dumb at this canning business because they've . . never had any experience.

137. BOLIN: Eleven and twelve year old youngsters, all over the country, have been taught to do a respectable job of canning for years. So I don't think any woman need worry about it being too difficult or too complicated.

138. FREYMAN: I've tried to tell them that even a beginner can do a good job--if she'll follow directions.

139. BOLIN: That's the secret...following directions. While canning becomes easier after experience, there's no reason why a beginner can't do a top notch job. Millions of them are doing exactly that right now.

140. FREYMAN: What about the hours in these community food preservation centers?

141. BOLIN: Some are open days--some are open nights--and some, both. In any event, be sure to arrange in advance, when you're

going.

142. FREYMAN: That permits careful scheduling and better production efficiency, I imagine.

143. BOLIN: Indeed it does.

144. FREYMAN: What about the quality of the fruits and vegetables to be canned?

145. BOLIN: Don't try to can anything except GOOD fruits and vegetables. It's not possible to make poor quality raw materials any better by canning them.

146. FREYMAN: Do you find that this type of canning is economical?

147. BOLIN: If a reasonable amount of thought is used, the answer is Yes. There can be and there are substantial savings.

148. FREYMAN: Well, thank you, Mr. Bolin for a lot of good information on community food preservation centers.

149. BOLIN: It was a pleasure Mrs. Freyman.

150. FREYMAN: Oh, Johnny....how's the ration stamp situation?

151. JOHN: Blue stamps--for canned fruits and vegetables--now good are those lettered R, S and T. They stay good thru September 20. Red stamps--for meat, butter, lard, canned milk--and such--which are now good include T, U and V. Red stamp W becomes valid tomorrow and all of these red ones remain good through August 31.

152. FREYMAN: Is stamp No. 18 in ration book No. 1 still the shoe coupon?

153. JOHN: It is--and remains good through October 31.

154. FREYMAN: What about sugar?

155. JOHN: Coupon No. 13--in ration book one is good for 5 pounds--and expires tomorrow, midnight--at which time coupon 14 becomes good--and stays good until the end of October. Coupons 15 and 16 are each good for 5 pounds of sugar--

thru October 31--for canning purposes only. And I hope you're going to do still more canning, Mrs. Freyman.

156. FREYMAN: I certainly am--and don't forget to mention that booklet which is a mighty real help.

157. JOHN: I won't. The booklet is WARTIME CANNING of fruits and Vegetables. It is free. For your copy, write to CONSUMER TIME, War Food Administration, Washington (25) D.C.

158. FREYMAN: Be sure to give your name, address and radio station. The booklet will be sent without charge.

159. JOHN: For next week, Mrs. Freyman, what do you think of a program devoted to safety in the home?

160. FREYMAN: Judging from the number of accidents which occur in homes ---I think all of us can stand having them made safer.

161. JOHN: Then, next week we'll advise that you Watch Your Step.

162. FREYMAN: Be seeing you on CONSUMER TIME, next week.

163. ANNOUNCER: For your copy of WARTIME CANNING of Fruits and Vegetables write to CONSUMER TIME, War Food Administration, Washington (25) D.C. The booklet will be sent free. Be sure to give your name, address and radio station, This leaflet can help make your canning more practical, and easier. Send for your copy today!

Heard on today's program were...

and Habert B. Bolin, Chief, Community Food Preservation Section, Food Distribution Administration.

Script by Granville Dickey

CONSUMER TIME is a public service of NBC and its affiliated radio stations--presented by the War Food Administration and other government agencies working for consumers.

CONSUMER TIME has come to you from Washington.

This is the National Broadcasting Company.

